



NCR Unveils World Class Speaker Lineup for 2017 Synergy User Conference

June 5, 2017 at 8:00 AM EDT

Retail and hospitality customers will discuss redefining the consumer experience in Orlando on June 26-28, 2017

DULUTH, Ga.--(BUSINESS WIRE)--Jun. 5, 2017-- NCR Corporation (NYSE: NCR), a global leader in omni-channel solutions, announced today the keynote speakers for NCR Synergy, its annual retail and hospitality customer conference. Martin Lindstrom, one of the world's premier brand-building experts and *TIME 100* honoree, and Dan Heath, best-selling author, *Fast Company* columnist and senior fellow at Duke University's CASE center, will be headlining this year's event.

For companies to thrive in today's connected economy, they need to reshape their operational models to meet the needs of the 21st century connected consumer. Martin Lindstrom and Dan Heath will both inspire and educate the audience on how to truly understand consumers' deepest desires in order to create breakthrough products, brands and moments of experience that leave a lasting impression.

Astonishing sometimes, provocative always, Martin Lindstrom will discuss the seismic shifts transforming our culture as social media and connectivity constantly penetrate our lives. Martin will share the surprising things he's learned from observing consumer homes across the world, including thought-provoking pictures and videos. The audience will gain powerful insight into the consumer of tomorrow and also acquire the tools to decipher and decode what's coming.

Dan Heath has co-written three *New York Times* best-selling books: *Made to Stick*, *Switch* and *Decisive*. At this year's conference, Dan will be drawing concepts from his upcoming book, *The Power of Moments*, to reveal the four elements that make up defining moments that have a catalyzing or transformative impact on our lives. He will be sharing examples from inside and outside the corporate world about how to construct these pivotal moments that spark delight, leave a lasting emotional connection with others, and can change the course of the future.

Held at the Gaylord Palms Resort & Convention Center in Orlando June 26 through June 28, NCR Synergy 2017 will gather key retail, wholesale distribution and restaurant operators together for an immersive experience where attendees will discover new ideas and innovations, and learn real-world best practices to help grow their business today and prepare for the road ahead. Many industry experts are scheduled to speak, including Lee Holman, Lead Retail Analyst at IHL Group, Tom Hutchings, principal at RBR, Leslie Hand, vice president at IDC Retail Insights, and Scott Langdoc, vice president at Boston Retail Partners.

"Changing consumer behavior and technology disruption is fundamentally reshaping the way our customers drive productivity gains and deliver engaging, rewarding consumer experiences," said David Wilkinson, senior vice president of global retail sales at NCR Corporation. "We look forward to sharing ideas and collaborating with our global customers at NCR Synergy."

"We are deeply committed to helping our customers embrace technology disruption and make the complex simple to move at the pace of change versus reacting to it," said Sandy Preizler, vice president of global hospitality sales at NCR Corporation. "The hands-on omni-channel workshops, action-packed educational sessions and the thought-provoking presentations given by both Martin and Dan promise to make this year's Synergy the best yet."

For more information on NCR Synergy and to register for the event please visit: www.ncr.com/synergy.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Ga., with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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